

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of: ) Confirmation No. 4901  
Bret Alan GORSLINE et al. ) Group Art Unit: 2178  
Application No. 10/727,264 ) Examiner: David Faber  
Filed: December 3, 2003 )  
For: METHODS AND SYSTEMS FOR ) Date: August 3, 2006  
PROGRAMMABLY GENERATING )  
ELECTRONIC AGGREGATE )  
CREATIVES FOR DISPLAY ON )  
AN ELECTRONIC NETWORK )

**AMENDMENT AFTER FINAL**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated May 3, 2006, please amend the above-identified application and consider Applicants' remarks as follows.